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the electronic commerce web site is accessible by a plurality of users and maintained by an electronic commerce system, the method comprising the steps of:

receiving via the electronic commerce web site at least one input from the buyer indicating an initiation to effect the immediate payment;

providing at least one payment page to the buyer after receiving the at least one input from the buyer;

receiving, via the at least one payment page, authorization from the buyer to transfer funds from at least one payment account corresponding to the buyer to at least one payment account corresponding to the seller; and

transferring funds from the at least one payment account corresponding to the buyer to the at least one payment account corresponding to the seller in real-time to effect the immediate payment, wherein the method for effecting the immediate payment does not provide for any interaction between the buyer and the seller.

63. (New) The method according to Claim 62, wherein the electronic commerce web site is an electronic auction web site and the at least one item is offered by the seller for an electronic auction sale, and wherein the at least one input from the buyer is received before any bids are received for the at least one item.

64. (New) The method according to Claim 62, further comprising the step of indicating shipping and handling costs for the at least one item on the at least one payment page.

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65. (New) The method according to Claim 62, wherein the transferring step further comprises the step of transferring funds loaned to the buyer for effecting the immediate payment.

66. (New) The method according to Claim 62, wherein the at least one input is received after the conclusion of an electronic auction conducted by the electronic commerce system for the at least one item.

67. (New) The method according to Claim 62, further comprising the step of providing a page indicating the amount of funds transferred to effect the immediate payment.

68. (New) The method according to Claim 62, further comprising the step of transmitting an e-mail to at least the seller, wherein the e-mail indicates an address corresponding to the buyer, a description of the at least one item, a purchase price of the at least one item, and an identification code corresponding to the at least one item.

69. (New) The method according to Claim 68, wherein the e-mail includes a link to a page for leaving comments regarding the payment transaction.

70. (New) The method according to Claim 62, further comprising the step of transferring funds to at least one account corresponding to an operator of the electronic commerce system.

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71. (New) The method according to Claim 62, wherein the at least one payment account corresponding to the buyer and the at least one payment account corresponding to the seller are stored within a database of a payment system integrated with the electronic commerce system.
